

Services and Information Catalogue



Sales Training

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Background

The iLEAD Company for Sales and Strategy Training was established in 2006 in Tel Aviv, Israel. Since its establishment the company has become a leading brand in Israel and among leading clients worldwide. Our work is comprised of the following three stages: First, we conduct a business and organisational analysis. Second, we develop a strategic plan and design the organisation's structure accordingly. Third, we implement working methods, primarily through organisational training, workshops and professional mentoring and coaching.

The iLEAD company continues to grow on account of the high quality content it provides, the working methods it applies and the professional advisors it employs. Most importantly, however, the company's growth is owing to the sales accomplishments our clients enjoy.

Among the company's clients are leading international brands, developing and counselling banks, investment companies, clothes and footwear stores and cosmetic brands. We guide companies in selling grantee packages and assist grantees in successfully completing the beginning stages of their work.

Examples of workshops include:

- Consultation and training for managers and sales representatives in organisational and strategic competencies
- Training and support services for recruitment including: screening and interviewing prospective employees, induction, initial and ongoing training
- 'Train the Trainer' professional programs with instruction kits for training managers
- Tailored programs may also be developed upon request, as well as ongoing strategic advice and support

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Professional Workshops

Workshop: Boost Your Sales

A professional sales consultant is required to follow predefined sales processes when dealing with a wide variety of customers. It is important that consultants use a targeted approach with each potential client. To achieve a high success rate, sales consultants must know how to connect with potential customers, and present products in a professional and positive manner. Additionally, it is important that sales consultants know how to deal effectively with resistance when closing a sale. The 'Boost Your Sales' workshop comprises an in-depth understanding of credible, yet persuasive techniques that can be applied in 'role play' exercises. By practicing these skills in scenarios, sales consultants will develop confidence and the ability to handle even the most difficult clients.

Even experienced sales consultants can benefit from this workshop as it consolidates, and builds on, existing knowledge. In conducting role plays and scenarios, the workshop provides opportunities for self-review and performance feedback, including group feedback and discussion. To maximize the benefit of the workshops, it is recommended that they are conducted regularly, ideally once a month.

Workshop Modules:

- ✓ Sales models – steps toward a successful sale
- ✓ Persuasion and influencing tactics
- ✓ Resistance handling
- ✓ Techniques to build rapport
- ✓ Up sale methods

Instruction method: This workshop integrates instruction through a presentation, group exercise and videotaped simulations.

Workshop duration: Four to six hours.

Workshop: Communication Styles in Sales

Each of us possesses a unique communication style. Understanding clients' communication style assists in identifying which communication strategy will lead to a successful sale. This workshop aims to provide an understanding of the various communication styles that people use. It divides people into four main communication types, the "Analytic Type"; the "Social Type"; the "Supportive Type", and the "Goal-oriented Type" and explains how to approach each type.

Within the course, both the theoretical and the practical implications of interpersonal communication are addressed. This includes appealing to client's emotions, building relationships and ultimately, finalising the sale. Throughout the workshop, each participant will explore his/her own communication style and learn how to identify other people's communication styles. This will allow the sales consultant to determine the most suitable approach when dealing with clients.

Workshop Modules:

- ✓ Identifying communication styles
- ✓ Communicate strategies to match each style
- ✓ Practicing different types of communication styles

Instruction method: This workshop integrates instruction through presentation, group exercises and the completion of a questionnaire.

Workshop duration: Two to three hours.

Workshop: Effective Body Language in Sales - Jumpstart Your Presentation Skills

This workshop provides a variety of useful skills and tools to enhance sales when dealing with customers face to face. The focus is on understanding body language; how to develop relevant skills, the power of the verbal message and how your voice can help make a sale. Throughout the workshop, video recordings are used to assist in performance analysis, enhancing knowledge and skills for effective presentation, public speaking and persuasive body language.

Workshop Modules:

- ✓ Use of body language when approaching customers; facial expression, eye contact, hand gestures, using space and movement to engage customers
- ✓ Verbal skills; conveying the *vocal* element, using appropriate phrases
- ✓ How to best present the product and how to emphasise the benefits to the customer
- ✓ Effective engagement of the audience; arousing interest in the products, appropriate use of humour, language, and new strategies to attract attention

Instruction method: The integration of instruction by means of presentation, group practice, and video recording.

Workshop duration: Three to five hours.

Workshop: Managing Resistance in Sales

Resistance can be a symptom rather than the cause of clients not wanting to engage in the sales process. The way in which a consultant handles customer resistance is critical in securing a sale. The tools presented in this workshop are designed to increase the volume of sales, and offer participants proven resistance handling techniques.

Workshop Modules:

- ✓ The five foolproof rules resistance-handling
- ✓ Professional customer resistance handling strategies
- ✓ Identifying the root cause of resistance
- ✓ Positive communication to draw customers closer throughout the resistance handling process

Instruction method: This workshop is delivered using presentations, group exercises, and practical simulations.

Workshop duration: Two to three hours.

Workshop: Building Sales Teams and 'Breaking the Ice'

Cohesive and effective teams are characterised by sharing mutual trust and responsibility to achieve a common goal. This workshop looks at strategies to building an effective and cohesive team including understanding teamwork processes, performance and achievements and setting clear objectives. The team-building workshop consists of games, exercises, and a variety of team building activities promoting a sense of 'togetherness', familiarity, unity and loyalty. These also assist with 'breaking the ice' which is one of the first stages of building team cohesion.

Workshop Modules:

- ✓ Group games and exercises to encourage team building and familiarity
- ✓ Brainstorming ideas; goal setting and tools to ensure they are the best sales team possible
- ✓ Breaking down barriers through team building activities

Instruction method: This workshop is conducted within a group setting, involving team building exercises, informal activities, and interactive games.

Workshop duration: Two to three hours.

Workshop: Personalised Workshop (by request)

The ILEAD Training Department can tailor workshops to meet the specific needs of individual businesses. If your business requires professional guidance, training or practical advice in the area of sales, business development and/or management, our highly experienced team is available to assist.

We will conduct a thorough analysis to assess your business needs and develop a strategy to achieve your goals. Each course will be tailored to the specifications of your organization to ensure maximum effectiveness.

For further information, please do not hesitate to contact us and we would be happy to assist you. Contact details can be found at the end of this booklet.

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On-site Training:

Both new and experienced workers require on-going training, to practice and develop skills while receiving live feedback. This should ideally take place on a one-on-one basis or in small groups. For best results, this type of recurrent training should be conducted on-site, at kiosks or in-store. We offer this highly effective style of training where participants will be provided with specific, individual feedback and given tools to be implemented immediately. The training program is beneficial for all employees, including those requiring remedial training or as a refresher or motivational tool prior to peak periods.

Our trainer will work alongside your employee assessing key elements for successful sales such as:

- ✓ Selling techniques
- ✓ Customer interaction
- ✓ Product presentation
- ✓ Resistance management
- ✓ Communication styles
- ✓ Tactics for 'closing the sale'

Our highly skilled and experienced trainer will provide your employees with the necessary skills and confidence to maximise sales performance.

Course Duration:

Usually between 3-6 hours.

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Workshops and Services for Managers

Sales Teams Management and Motivation

How can you motivate a team? How is a team challenged to break through its thinking limitations? Individuals have the potential to become leaders, to influence and to motivate others. A good manager is able to identify what each individual brings to the team and how to develop synergy within the team. Synergy may be used to leverage motivation and to generate sustainable, high levels of energy, which ultimately lead to increased sales.

- ✓ To what extent can I influence the sales consultants that I supervise?
- ✓ How does motivation affect performance?
- ✓ Using the Pygmalion Effect to get the most out of your sales consultants?

Instruction method: This workshop integrates group instruction and individual coaching through presentation, group exercises and simulations.

Workshop duration: Three hours.

Workshop: Effective Time Management

Time management is life management. What is time? Can it be organised? How is the organisation of time and life connected? What strategies can I use to increase my efficiency and maximise my time? What are priorities? This workshop provides practical tools for effective time management. These valuable life skills can be applied to both professional and personal domains.

Workshop Modules:

- ✓ How to manage time effectively by establishing priorities?
- ✓ How to control procrastination
- ✓ Delegation skills

Instruction method: This workshop integrates group instruction or individual coaching through presentation, group exercises and practical simulations.

Workshop duration: Three hours.

Workshop: Marketing and Branding Strategies

The focus of the marketing team is to develop and implement marketing plans and promote the business' branding. Topics include promotion strategies, brochure-ware, e-signage and direct customer approach.

The marketing process poses several challenges, among these are the development of innovative systems, branding flexibility and segmentation of target audiences. Differentiation of brands is necessary, embracing their unique features. Those participating in the marketing and branding workshop will be given theoretical and practical tools as well as the opportunity to implement learned material.

Marketing Mix: What are the Key Elements?

- ✓ Eight secrets for successful marketing and branding
- ✓ Case study analysis
- ✓ Develop your own marketing plan

Instruction method: This workshop integrates group instruction or individual coaching through presentation, group exercise and simulations for practice.

Workshop duration: Three to five hours.

Coaching for Sales' Team Managers

The coaching process involves the assessment of both theoretical and practical aspects to understand one's strengths and weaknesses. This promotes self-awareness and the opportunity for ongoing growth and development. Individual coaching allows for a personalised and targeted approach, allowing for development in both personal and professional management.

A range of instructional strategies are used including:

- Questionnaires
- Practical exercises and reflection
- One-on-one coaching sessions + homework
- Simulations: video recorded field exercises

The coaching framework will be developed on a case by case basis, usually ranging from three to 12 sessions.

Sales Strategies Course (Initial)

This initial course is intended to provide newly employed sales representatives with the basic skills required for sales. The professionally developed course was specifically designed for sales representatives. Upon completion of the course, participants will have a comprehensive understanding of how to sell as well as basic product knowledge. The aim is to ensure sales success upon course completion and includes topics such as basic sales techniques, product presentation and strategies for handling resistance and communication (including body language, voice & language). This means that newly sales representatives will begin working at a much high standard than ever before, which means greater success, sooner.

Participants will be given a framework for learning, including the opportunity to practise and implement newly acquired skills. Personalised feedback plays a fundamental role in participant development and will be provided throughout the course. The course also exposes participants to the work environment with the opportunity to meet senior employees and establish a social network. This is in line with the organisational culture that promotes teamwork, strong bonds between employees and personal success.

Course modules include:

- Sales models – stages of a successful sale
- Laws of persuasion and influence
- Skills to handle rejection
- Relationship building techniques
- Up-sale tactics
- Tailor product presentation to meet client needs
- Introductory product knowledge
- Practising selling at kiosks

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Instructional Methodology:

This course incorporates presentations with group activities and video recorded simulations to maximise learning outcomes. In addition, the course includes outdoor exercises, opportunities to practise newly acquired skills and relationship development with potential clients. Participants will also receive written material including worksheets and a range of common scenarios.

Duration:

The course runs for a total of 3 days.

*Course graduates will receive a certification of completion signed by Training Manager (Dr Yaniv Shenhav) and the CEO of the client's company. All modules must be completed in order to receive certification.

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Business and Strategy Consultation

The consultation program aims to facilitate sustained, long term growth by developing a tailored strategic business plan.

The consultation process consists of the following three stages:

- **Assessment & Analysis:** This stage is characterised by exploring and understanding the business including its culture, structure, work processes and the environment in which it operates.
- **Recommendations:** A set of recommendations will be provided based on the analysis conducted in stage one. These will be accompanied by a plan, detailing the *how* these recommendations should be implemented.
- **Implementation:** During this stage, the plan developed in stage two, outlining the recommendations, will be implemented. This may involve workshops, coaching sessions and other initiatives to guide the business to success.

Examples of topics covered include:

- Establishing a vision
- Developing a practical & strategic business plan
- Organisational structure: allocation of responsibilities & reporting channels
- Communication skills
- Systems, policies & procedures
- Developing positive routine
- Business growth strategies
- Marketing and sales strategies

The consultation framework will be developed on a case by case basis. The scope of the process and timeframe can be negotiated.

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Building an effective sales plan

Establishing and improving your customer service and sales department

At iLead we specialize in establishing an effective sales plan. The plan includes the formation and guidance of service and sales executives; the initiation of a training program; the study of styles of management in sales and services; the implementation of sales techniques; and the employment of effective incentives for employees.

Our extensive professional experience in organisational and business counseling enables us to offer our clients a comprehensive process. The process includes the creation of an effective organisational structure for conducting sales, while at the same time implementing both sales and sales management skills.

- Establishing permanent and/or temporary service and sales frameworks within the organisation
- Building a strategy for sales and service, along with incentives that best serve the organisation and its professional expertise.
- Building an effective reward system for sales workers and for the management of both the sales and service departments.
- Techniques for advancing sales and reaching new clients through company workers (sales leads)
- Mechanisms for advancing sales by making use of existing clients and company employees
- Designing simulations of sales, maintenance and customer service conversations
- Consolidating a "Sales Doctrine" within the organisation, used by all workers
- Training sales workers and conducting sales workshops
- Building and training frontal, telemarketing and telemitting sales workers
- Defining objectives, as well as a grading system for the organisation's sales workers

Building a sales plan

An organisation's sales department is made up of the following three stages:

- a. **Organisational Analysis** - During this procedure we examine the organisation's expertise, exclusive circumstances and professional pursuit. We take into account competitors, as well as organisations with similar endeavors and we conduct an in depth study of the product being sold. Once completing the full analysis, we offer a sales plan that meets the precise professional needs of the organisation.
- b. **Developing an effective sales plan and the incentive to sell** – Following analysis, our company's staff works with a team of organisational advisors to offer the organisation an effective organisational structure for the sales department; a sales incentive; methods for increasing sales; and the proper means by which to operate the sales management. This is a dynamic procedure, conducted in cooperation with the human resource department and the organisation's management. There are times when we even take part in the selection and training of sales workers and sales managers suitable for the job.
- c. **Implementing, counseling and practicing the sales plan** – Once the organisation has a set structure, a professional team of sales workers and an established "Sales Doctrine", we proceed to build a sales plan, conduct sales workshops and train sales workers for their job.

Recommendations:

The Albar Car Rental Company

Ms. Inbal Mizrachi – Director of Training, Human Resource Department

The Albar Car Rental Company is a leading brand in the car rental business. Our clients' satisfaction is a top company priority. As part of Albar's professional staff training, we invite the iLead staff to conduct a variety of workshops and professional training sessions. They have conducted dozens of workshops and training sessions over the past four years, with a focus on sales and service. The workshops met the exact needs of our company. The staff analyzed our dynamic needs with unique methods that kept the participants highly engaged. Furthermore, the staff is extremely dedicated and professional. They make a significant contribution to the organisation and its employees. I highly recommend employing iLead for training workshops, counseling and guidance. I can tell you first hand, I believe you will have a wonderful experience.



The Adidas Company – Life Sport LTD

Mr. Shalom Moliiov, CEO Adidas Israel

For over four years the iLead staff has been guiding Adidas in various professional capacities. They conduct personal training for the management team and sales workers; strategic advising for improving sales, service plans and customer service. They conduct numerous sales and service workshops for the management team and sales workers throughout our company's branches. On account of the excellent results, refreshing professional guidance and practical tools we receive, I am happy to say our work together continues to increase each year.

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I recommend the services provided by iLead in sales workshops, strategic counseling and personal training for managers and sales management teams! I am convinced you will enjoy their services as much as we do.



NESS Technologies

Ms. Orit Orgil Barot,

Once we coordinated the procedure with the team, the director conducted an in depth analysis of the organisation's needs. He ensured the teaching methods and materials were designed to fit out distinct group of managers, whom often undergo training and enrichment programs. It's clear that the keen investment and professional training paid off – the workshop was excellent! The feedback was incredibly high. The tools the workshop provided continue to serve its participants in the range of skills they require. I am happy to recommend using your services!



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"The Psagot Investment House"

Ms. Shelly Weinberg – Information and Instructional Coordinator, Training Department

For more than three years the Psagot Investment house has been hiring the services of iLead to conduct sales training. The training and guiding procedures focus on the skills required for sales and service, and are adapted professionally to the client. Workers in all levels of the Psagot Investment House have undergone iLead's original and professional training sessions, beginning with the CEO of the company and all the way through to the sales and customer maintenance workers. I highly recommend the sales course and the sales workshops of this wonderful team!



Manufacturers Association of Israel

Yoav Heimovsky, Senior Advisor to the CEO and the Head of Human Resource of the

As part of the employee training services offered by the Manufacturers Association's, we chose your company to guide a sales course, consisting of six sessions, as well as a course in effective communication, consisting of three sessions. The course was extremely professional and praiseworthy! The guiding techniques included a range of practical exercises, videos and captivating power point presentations. The course was taught in a manner which allowed our workers to swiftly implement their authentic learning experience. Based on the participants' positive feedback, I am happy to recommend you to all those who are interested!



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"Dizengoff Center" Company

Ms. Adi Orenstein, Marketing Director,

At Dizengoff Center, our visitors are our top priority. As such, we frequently conduct staff training, develop strategies for professional service and sales, and advance our visitors' experience at the center. The iLead team accompanied me and my executive staff in defining goals, analyzing the professional ways to achieve them, and providing the means to do so. I am happy to personally recommend the iLead staff for their personal service and sales training, their instruction of skills required for directing sales teams, and their strategic counseling. Thank you!



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